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UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service
Washington 25, D. C.

August 7, 1953

For your information

TO EXTENSION MARKETING ECONOMISTS

Subject: Annual Reports on Extension RMA Work Projects 96 and 211

With my letter of July 30, reports for Extension RMA work projects No. 95 and No. 98 were sent to you. Today, I am enclosing reports for the other two projects; namely, No. 96 "Consumer Education in Marketing," and No. 211, "Developing and Conducting Educational and Demonstrational work in Marketing."

You will recall that the previous two reports for projects 95 and 98 dealt with State extension RMA marketing work with producers and handlers on a commodity or functional basis. In the report for project No. 96, you will find a summary of State work carried on in consumer education in marketing. In the report for project No. 211, a summary is given of RMA regional and contract work and RMA activities carried on by the Federal office.

Because RMA funds are appropriated separately and in addition to regular extension appropriations, it is necessary to make separate budgets and reports in justification of the use of these funds.

We hope you will find some useful reference material in these reports.

Sincerely yours,

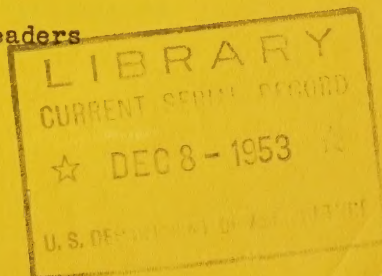


H. M. Dixon, Chief
Division of Agricultural Economics

Enclosures

Copies of reports to: Extension directors
State home demonstration leaders
Heads of departments of
agricultural economics

843 (8-53)



DEVELOPING AND CONDUCTING
EDUCATIONAL AND DEMONSTRATIONAL WORK IN MARKETING

A Summary of RMA Extension Work in 1952 Under Work Project No. 211

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Division of Agricultural Economics
Extension Service - U. S. Department of Agriculture
Washington, D. C.

July 1953

DEVELOPING AND CONDUCTING
EDUCATIONAL AND DEMONSTRATIONAL WORK IN MARKETING

A Summary of RMA Extension Work in 1952 Under Work Project No. 211*

Purpose and Type of Work

The Agricultural Marketing Act of 1946 gives the Extension Service authority and responsibility for developing and conducting educational and demonstrational marketing programs with growers, handlers, and consumers. These programs include educational and demonstrational work in connection with market supply and demand, pricing, market facilities, assembling, grading, packing, packaging, processing, handling, storing, transporting, wholesale and retail distribution, and consumer education.

The job of the Extension Service in marketing is to conduct educational and demonstrational work toward the ends of increasing efficiency in the marketing of agricultural products, improving living standards, and aiding in bringing about a better balance between agricultural production and use. This educational job involves the use of various teaching methods to bring about increased understanding and the adoption of the findings of research and best known practices.

To effectively contribute to the total Extension marketing job, the objectives of this project include:

1. Developing new State, regional, and national marketing educational and demonstrational programs to apply the results of research and to encourage adoption of recommended practices.
2. Preparing special technical information and visual aids adapted for use in educational programs with producers, handlers, and consumers.
3. Developing especially designed and more effective teaching methods and techniques for conducting, evaluating, and reporting the results of educational work in marketing.
4. Conducting in-service training for personnel engaged in marketing educational work in the States and facilitating exchange of information and experiences between States.

* Annual report to Agricultural Research Administrator, USDA.

Prepared by marketing economists of the Division of Agricultural Economics, Extension Service, USDA.

This work is in addition to marketing educational work carried on in connection with the regular extension program. Extension marketing economists, financed by other regular extension funds, both on the national and State levels, have contributed materially to this program.

To accomplish these objectives, the extension marketing economists--

1. Work directly with State extension services in developing and carrying out State programs.
2. Work with groups of States in the consideration of regional marketing problems, development of regional marketing programs, preparation and dissemination of teaching materials, and in conducting training conferences.
3. Work with land grant colleges and universities in developing and conducting educational programs in marketing under RMA contracts.
4. Work with national farm organizations, national marketing organizations, and trade groups on national marketing educational problems and programs.
5. Work with Federal agencies and bureaus on matters related to extension marketing programs and serve on various national committees and work groups with reference to work carried on under the Research and Marketing Act of 1946.

Summary of Progress

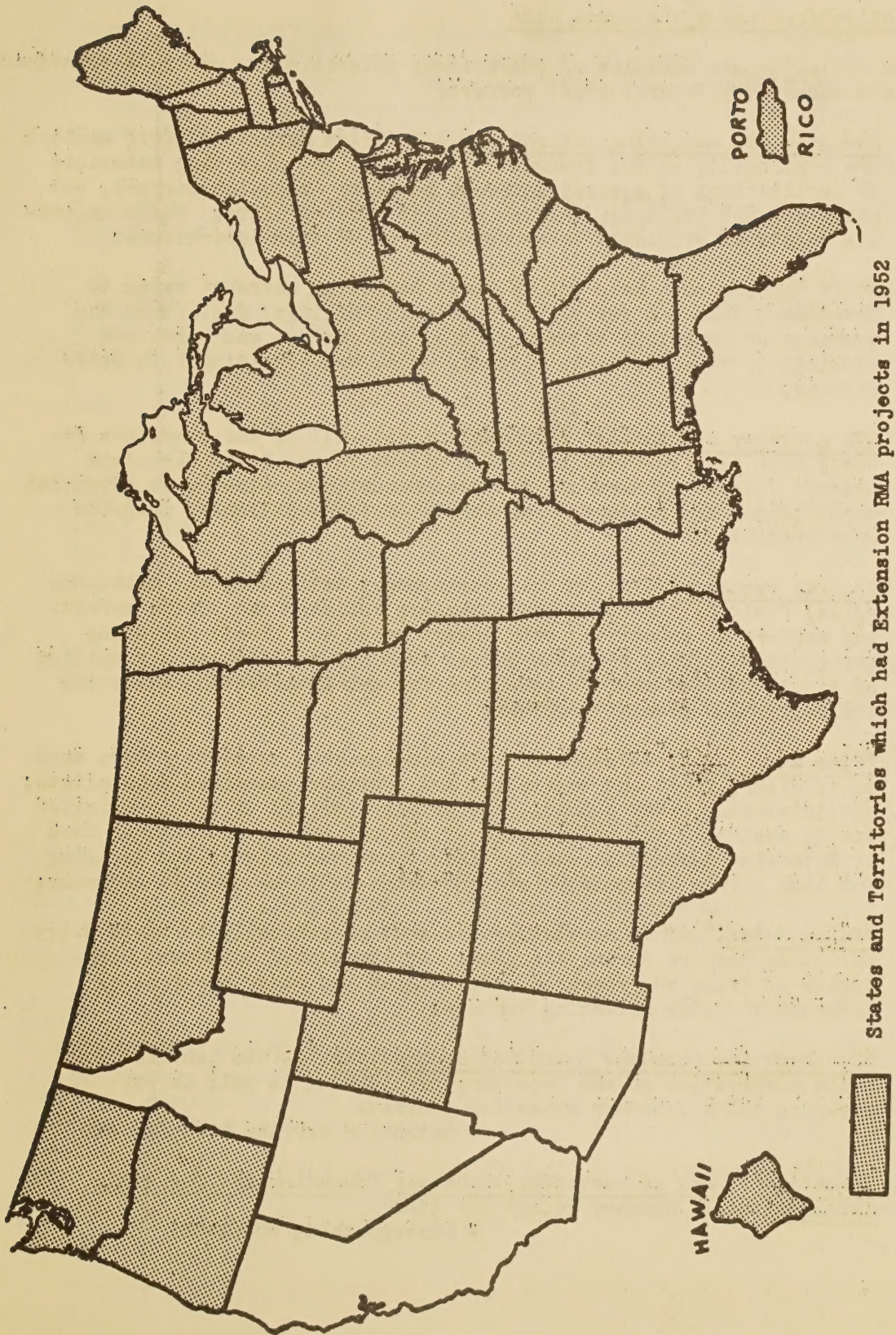
A. Work With State Extension Services

Development of State projects

In the first half of 1952, RMA educational programs were conducted with 43 States and 2 Territories having 136 line projects. Sixteen of these State projects dealt with consumer education in marketing, 9 for interpretation and use of marketing information, and 111 were devoted to better marketing methods, improved marketing practices, and new marketing facilities and equipment. Marketing work was conducted with producers, processors, handlers, and consumers. In the latter half of 1952, the number of line projects in the States and Territories was 128. The eight fewer projects resulted from a reduction in RMA funds.

In servicing the State RMA line projects, marketing economists of the Division of Agricultural Economics worked in all 43 States and Puerto Rico. In working with the State extension project leaders, attention was given to:

1. The organization and operation of programs and plans of work.
2. Developing teaching materials and methods of dealing with specific teaching jobs.
3. Participating in State extension programs.
4. Helping new personnel with program plans, sources of information, educational methods, and field demonstrations.



Publications and Educational Aids

The following are examples of educational materials and services furnished State workers by Federal staff workers:

Economic and marketing information.--Division marketing staff members are continually on the lookout for economic and marketing materials or publications of special interest to State extension workers, but which are not available through regular mailing lists. These materials sometimes originate in departments other than Agriculture.

Staff members also help supply State marketing workers' names to Government agencies for regular periodic mailings, facilitate the exchange of materials between States, and analyze and point out findings in these economic releases which are significant to State workers.

RMA advisory committees' recommendations.--All of the committee reports were sent to State extension directors and State marketing project leaders concerned. The recommendations relating to extension were flagged and in many cases suggestions and follow-up programs were initiated.

Special requests.--Through correspondence, telegrams, and telephone calls, Division marketing staff members assisted many State marketing workers in connection with urgent needs for timely marketing information. These requests ranged from special-service air mailing of timely publications to searching for and interpreting marketing information on special problems.

"Tips and Topics."--Issues of this mimeographed newsletter were sent to retailer, fruit and vegetable, and consumer education specialists, and interested trade people. The primary purpose of this newsletter was to assist in the interchange of subject matter and methods used by Extension marketing retailer education specialists, and to bring out high points of research studies which could be used in programs.

"Dairy Notes."--This newsletter was sent periodically to State dairy marketing workers during the year. It summarized pertinent highlights of trade and research publications and State programs of interest to dairy marketing workers.

"Handbook for Consumer Education Specialists."--This handbook contains information on the necessary preplanning as well as ways of carrying out a consumer education program.

- Extension Service Circular 485

Educational Work in Marketing--Consumer Education and Marketing Information.--A summary report for 1951

- Mimeographed, 50 (1-52)

"Here's a New Challenge."--A printed leaflet explaining extension opportunities provided under the Research and Marketing Act. Prepared by county agents D. M. Babbitt of New Jersey and M. E. Hill of Mississippi with assistance of Division marketing staff. Sent to all extension workers in March 1952.

- Program Aid 181

"Extension Marketing Work Under the Research and Marketing Act, 1951-52."--A summary of extension RMA marketing activities.

- Mimeographed, 85 (1-52).

"Easy Ways to Make a Banged-up Apple Crop."--A film strip designed to help producers reduce bruising and maintain the quality of their apples through more careful handling. Prepared in cooperation with H. F. McFeeley, of the Pennsylvania State Extension Service. Print sent to each State.

- Film number 702

"An Apple Is Like a Bag of Eggs."--A film strip designed to help retailers reduce bruising and to maintain quality of apples through better handling methods in their stores. Prepared in cooperation with H. F. McFeeley, of the Pennsylvania State Extension Service. Print sent to each State.

- Film number 701

"A Suggested Outline for Teaching Principles of Retail Pricing."--For use in retail merchandising schools for food retailers.

- Mimeographed, 437 (5-52)

B. Work With Groups of States

Clinic.--A five-day Extension retailer education clinic was held at Lafayette, Indiana, in June. Thirty-five State extension workers from 17 States attended and participated in this in-service training program. In addition, five USDA workers and five members of national marketing and trade organizations participated.

An evaluation of the clinic indicated that it was a full program of useful information providing motivation for challenging present State programs to further improve them. It provided a good opportunity to exchange ideas and experiences, consider food retailers' needs and the scope of the Extension job, consider program development and methods and techniques of doing the job, as well as receive up-to-date subject-matter information.

Five hundred copies of the clinic report were sent to Extension marketing workers in the States, interested marketing workers in the USDA, and some trade and marketing organization leaders.

Workshop.--Assistance was given in planning and conducting the western regional Extension marketing workshop held at Logan, Utah, September 29 - October 3. Twenty-eight States extension workers from ten States were represented.

A report of the workshop was prepared and 400 copies were distributed to State extension administrators, extension marketing workers, heads of agricultural economics departments, and interested USDA workers.

Conferences.--Representatives of dairy cooperatives, State departments of agriculture, colleges of agriculture, and the U. S. Department of Agriculture organized annual conferences for 13 States in the Northeast in 1936 and for 14 States in the Midwest in 1946. The purpose of these conferences was to provide a forum for discussion of topics on problems of interest to the dairy industry; to create better marketing conditions; to assist in coordinating activities between groups of producers, State milk control agencies, and State and Federal agencies; and to suggest and encourage research and educational programs relating to problems facing the industry.

At the 1952 conferences, considerable interest was expressed in bulk handling of milk and the use of vending machines. The extension dairy marketing specialist in the Federal office summarized several of the papers given on these topics and distributed them to extension dairy marketing specialists in other States. In addition, he was invited to help plan the conference programs for 1953.

As a side-line activity at the conference, educational programs in the various States were discussed with extension dairy marketing specialists in attendance.

C. Regional Marketing Programs

In 1952, the Extension Service had three regional commodity marketing projects in operation. These projects were on grain marketing in the hard red winter wheat States, poultry marketing in the North Central States, and livestock and wool marketing in the Western States. They were developed cooperatively by the Federal and State extension services.

These projects were developed to deal specifically with regional marketing problems; those that involve two or more States, and not subject to solution by work within the individual States.

Three regional commodity marketing specialists were employed on a half-time basis. These men were employed for the other half of the time by the State extension services where they were located.

Hard Red Winter Wheat Regional Marketing Program

Texas, Oklahoma, New Mexico, Colorado, Kansas, and Nebraska. (Headquarters: Extension Service, Stillwater, Okla.)

The purpose of the regional hard red winter wheat marketing program is to improve quality, broaden the market and encourage improvement in marketing facilities and practices.

In carrying on this project, emphasis was placed on problems of the groups engaged in the marketing process including producers, local elevators, terminal markets, millers, and the baking trade. This involved educational work on storage, transportation, grading, protection against deterioration, price differentials for quality and developing a better understanding of the wheat marketing structure.

The specific work done under the regional project dealt with problems that were common to the hard red winter wheat area and required broader consideration than could be given to work within the individual States. The educational work on a regional basis was done in close cooperation with the individual State extension services and trade organizations serving the area.

All of the participating States also conducted individual RMA grain marketing projects except New Mexico and Colorado. In those States, the work was handled by extension specialists on the regular staff. The regional project leader was employed on a half-time basis in cooperation with Oklahoma A & M College.

In 1952, the regional project leader gave assistance to the cooperating States in further analyzing their grain marketing program and helped to conduct a number of marketing conferences and meetings on the development and use of wheat variety analysis in marketing.

Most mills now use variety along with other quality factors in purchasing wheat for milling purposes. This has caused terminal elevators to recognize the importance of storing wheat on a variety basis in order to meet mill requirements. This in turn has created a demand for people trained in wheat kernel identification who can pick out the desirable and undesirable varieties.

To meet the need for training variety experts, a regional bulletin showing commercial varieties in color was prepared and used extensively. A set of 26 slides was also produced to aid in variety analysis training.

A regional hard red winter wheat institute was held at Oklahoma A & M College in February 1952. This was an industry-wide conference with all groups from producers to millers attending. More than 120 people from the six-State area attended the institute with 35 participating in the training program on variety analysis.

Another feature of the regional project involved assistance to elevator companies and mills in maintaining uniformity among variety identification experts. This was done by sending out 100 kernel samples of known variety composition. These samples were identified and returned for checking as a basis for determining if additional training is required. In 1952, a total of 42 persons representing mills and terminal elevators in Kansas, Oklahoma, Texas, and Colorado participated in this program.

Other activities included in the regional project in 1952 were:

1. Assistance to States in conducting grain-grading schools.
2. Working with State extension services and Food and Drug Administration people in connection with educational work on grain sanitation.
3. Assisting States in developing 4-H grain marketing work.

In October, a regional conference was sponsored at Liberal, Kansas. The purpose of this conference was to review the different State programs and regional activities as a basis for strengthening and further developing the educational program on marketing hard red winter wheat.

Western Regional Livestock and Wool Marketing Program

In the 11 Western States. (Headquarters: Extension Service, Logan, Utah)

State programs in livestock marketing during 1952 were implemented in various ways depending on the interests, personnel, and activities within the State. The assistance given by the Regional Livestock and Wool Marketing Specialist within various States included:

1. Summarizing significant published data.
2. Preparation of three sets of slides complete with syllabus and improving three other existing slide series.
3. Charting market prices and other series significant to extension personnel.
4. Participation in marketing meetings to discuss assigned topics.
5. Participation in program discussions with producer and extension staff groups.

Activities within States which were highlighted to other States included a cut-out-value demonstration at Montana, a ram sale and wool marketing program in New Mexico, market reporting in Oregon, a market tour in Utah and Idaho, marketing meetings with producers in Colorado and California, grading and sorting demonstrations in Colorado, and implementary movement of beef to consumers in Utah.

The regional extension marketing conference held at Logan, Utah, in October 1952 was of great value in developing common objectives and methods within the participating States.

Twenty-eight specialists in various States were supplied with teaching aids or published material (complete with summary or comments on value) which fitted into their activities.

Added emphasis being given to marketing programs within the States demonstrates that producers are becoming increasingly interested in marketing problems and specialists more willing to participate and foster activities along these lines.

Midwest Regional Poultry Marketing Program

North Central States. (Headquarters: Extension Service, Lafayette, Ind.)

Emphasis in this program in 1952 was given to poultry and egg merchandising programs for retailers. This program was taken to the field in conjunction with the Purdue retail merchandising program and the Missouri poultry and egg merchandising programs.

Experience in the field brought forth the necessity for changes and adjustments. These changes and adjustments were effected as the situations developed. The flexibility of the program was increased and its application broadened to include all types of retailers handling poultry and eggs (food stores, locker plants, small processing plants with retail operations, and eating establishments).

A retail merchandising program was developed in Minnesota to be used in conjunction with the Minnesota Egg Institute. During 1952, the specialist conducted these programs in two counties. There were 550 persons in attendance at the producer programs and 22 at the retailer programs. These programs were very successful and the specialist was called on to conduct programs in 11 more counties during 1953.

Program development.--Field trips were undertaken to six States interested in retailer training programs in regard to improving poultry and egg merchandising. Conferences were conducted with interested personnel and assistance was given concerning subject matter, methods of conducting training schools, methods of teaching, materials required, steering committee organization, call back or follow-up programs, and consumer economic programs to parallel retailer training. Assistance also was given in developing food shows and State and county fair exhibits to arouse interest in increased efficiency and better marketing methods.

During the visits at each of the six States, the present and future programs were discussed and assistance in the field was given by the specialist in the conduct of present programs. Several meetings were attended in which the specialist participated. The specialist also conducted several radio broadcasts and one TV program.

Marketing handbooks.--During the year, additional materials were collected for a marketing handbook on poultry and eggs for use by extension workers.

A handbook on poultry and egg marketing for Indiana retailers was prepared and published in mimeograph form. This handbook has been revised and is being prepared in multilith or printed form for regional use.

Retailer education clinic.--The specialist helped prepare for and conduct a retailer education clinic for extension workers.

D. Marketing Programs Under Contract

In 1952, the Extension Service had six marketing projects under contract with land grant colleges and universities. Two of these contract projects dealt with retailer education programs and four dealt with consumer education in marketing on an area or regional basis.

One regional extension program in perishable food handling for retailers is conducted under the direction of the Massachusetts Extension Service, with six New England State extension services cooperating. Another contract program was negotiated with Michigan State College for the development of teaching materials and methods for use in educational programs in meat retailing. However, the latter program did not get into operation until 1953.

The four consumer education projects are located in Boston, Mass., New York City, Wheeling, W. Va., and Kansas City, Mo. This work is done in cooperation with the extension staffs of the surrounding States and under the direction of the Extension Service in the State where headquarters are maintained.

Regional Retailer Education In New England Under Contract

The purpose of the overall retailer education project of the Extension Service is to extend the results of research and best known practices of handling and merchandising food products to retailers and personnel of wholesale establishments dealing with retailers. Within this framework, the purpose of this project is to train personnel of the New England Extension Services to carry on this program in their States, to prepare materials for use in their programs, and to assist in teaching where special talents of personnel assigned to this project are needed.

Most emphasis has been placed on the merchandising of fruits and vegetables to date. Among the problems covered are the relationship between departments within the store, advertising, business outlook, pricing, personnel management, and other phases of overall store operation. Individual store department problems include such aspects of retailing as buying, receiving, storing, preparation for display, equipment and layout, principles of display, prepackaging, pricing, and merchandising tips.

States which participated in nine regional and contract Extension RMA projects in 1952



- L - Livestock regional (11 Western States)
- W - Wheat regional (6 hard red winter wheat States)
- P - Poultry regional (12 North Central States)
- C - Consumer education contract regionals:
 - Boston (New England States)
 - New York City (N.Y., N.J., & Conn.)
 - Wheeling, W.Va. (W. Va. and Ohio)
 - Kansas City, Mo. (Nebr., Kansas, Okla., Ark., and Mo.)
- R - Retailer education contract:
 - New England
 - Michigan

Summary of progress.--During the past year, retailer training schools were held in Maine, Vermont, Connecticut, New Hampshire, Massachusetts, and Rhode Island. A total of 350 retailers were trained in the New England Extension Services' produce merchandising school. More than 75 percent of the retailers were owners, store managers, or produce department heads.

An additional 250 retailers, mostly store owners and produce managers, received benefits of extension teaching at the Super Market Institute's Produce Clinic held in Boston.

A total of 37 county and State extension workers were trained to teach retailer schools.

During the year, more than 20 wholesale organizations, including those handling fruits and vegetables and those handling dry groceries, co-sponsored Extension Service produce merchandising schools. It is estimated that 200 other wholesalers, especially those specializing in fruits and vegetables, were also worked with by the Extension Service staff members.

A total of 3,000 leaflets and charts containing educational information of importance in marketing produce were distributed to retailers attending the Extension Service retailer schools. An additional 2,000 were distributed to retailers not attending schools.

Reports indicate that many store managers have adopted improved practices extended through this program and, in some cases, have completely rearranged the produce department, resulting in increased sales and reduced spoilage losses.

Regional Consumer Education Programs in Marketing Under Contract

Purpose and type of work.--The Extension Service program in consumer education in food marketing has a two-fold purpose--to help food shoppers get more dollar value and food value from their food money and to make for more efficient marketing of food products. Food shoppers are supplied with current, pertinent information on availability and price of food; selection, use, and care; and marketing developments in the food field.

Well-informed consumers are essential for efficient marketing and important to both handlers and producers. The work is being carried on principally in urban areas of the country. Radio, television, and the press are the major media used for getting the information out.

The food-marketing specialists gather pertinent, timely information, interpret it in terms of the consumers' interests and welfare, and disseminate it primarily by channeling it through other professional workers; such as, radio and television people, food editors, commercial home economists, public health workers, extension agents, dietitians, nutritionists, advertising agencies, libraries, and the like. These professional people have established audiences of millions. They have come to rely on the Extension food-marketing specialists for this type of information.

The food editor for the New York Times reported that in a recent survey of 5,000 women who read the Times, 80 percent read the food page. These women listed food-marketing news as second in order of interest among the various phases of food information. The home demonstration agent in Elizabeth, N. J., stated that 4 out of 5 requests for food information were on marketing.

Summary of progress.--During 1952, there were 16 States cooperating on 4 regional consumer education projects provided under contract funds by the Research and Marketing Act of 1946. Nine food-marketing specialists were working on these projects.

The total population of the areas where work is now being conducted is approximately 36 million. This means that there is a potential audience of 23 percent of the population of the country. First, there is the task of more effectively reaching the people in the areas served, and next, the job of reaching consumers in the whole country.

During 1952, the food-marketing specialists gave major attention to disseminating information through--

1. Regular food information bulletins.--Specialists on all four projects prepared a weekly release, which was sent to 4,237 professional workers. These releases contained information on food supplies, price, selection, care, use, marketing processes, research work, and other current information of interest to food shoppers. They contained enough background material so that the professional workers could write their own stories from the release, prepare demonstrations and radio broadcasts, and work the material into other parts of their program.
2. Radio.--The specialists on the four projects provided a regular radio script service to over 600 broadcasters. In addition, three of them had weekly programs of their own.
3. Television.--All specialists who had access to television did at least an occasional show. Weekly programs were given by the specialists on two of the projects. In addition, many county extension agents, as well as the professional television people, used food-marketing information on their programs.
4. Newspaper releases.--Special newspaper articles were issued weekly from the offices of the four projects. In some cases these were sent only to the extension agents to be localized and issued in their columns, and in others, they were submitted directly to the daily and weekly papers in the area. Some of the larger papers in the country that have food editors prefer to write their own columns from the weekly food-marketing bulletin, but others want the articles prepared by the specialists.

5. Bulletins for small institutions.--Specialists on two of the projects issued weekly bulletins designed for use in small institutions, such as nursing homes, homes for the aged, nursery schools, convalescent homes, and the like. The request for this kind of information came from various governmental and private agencies working with these institutions. Many of these small institutions have no trained help and are operating on very limited budgets.

Food-buying information and quantity recipes are included in each issue. Over 700 such institutions received weekly information from the two project offices. The increasing demand for these releases indicates their usefulness.

Marketing Extension Service, Kansas City Area - Missouri, Kansas, Oklahoma, Nebraska. Marvin Vines, Conie Foote

Objectives:

To establish better eating habits among consumers as a means of promoting better health.

To develop greater consumer demand for the foods which contribute most to nutrition--a consumer demand which will support an abundant food production program and a satisfactory food distribution program.

Activities:

1. Food information bulletins.--The weekly bulletin, News for Food Shoppers, was sent to 175 professional workers in the area. Market supplies, prices, selection, care, and use were discussed each week for selected commodities. Developments in the market place were also considered.

A weekly bulletin, Better Food for Better Health, was prepared for direct use by food shoppers. Five thousand were mailed each week. Food shoppers were introduced to it through newspapers and on the radio. One of the papers in the area reprinted it each week. This release stressed menus and recipes. The other release, designed for use by professional workers, gave more marketing information.

2. Radio.--The specialists gave two weekly radio programs, and in addition, the women's program directors of four Kansas City stations used the material prepared by the food-marketing staff. Considering the location and number of stations using the information, it was evident that such information was being made available to everyone in Arkansas, Missouri, and Kansas.

3. Newspaper releases.--A special weekly article was written for three daily newspapers--Independence Examiner, Kansas City Kansan, and Joplin Globe.
4. Other activities.--Two tours were conducted during 1952. These were to acquaint food editors, home economists in business, and extension agents with the production and marketing of poultry and dairy products.

Joint conferences for production and marketing specialists with industry representatives were called by the food-marketing specialists. These conferences were held on poultry and horticulture. The purpose was to bring these people together to work out plans to meet common problems and to coordinate the State and regional programs.

One of the problems worked on during 1952 pertained to sweetpotatoes. The industry people suggested that the States in the region devote time and effort to developing a sweetpotato that would have consumer acceptance and also give acreage yield satisfactory to producers. A potato has been developed which shows considerable promise.

Problems in marketing strawberries, peaches, apples, and some vegetables were also considered.

Assistance was given in organizing the poultry merchandising schools with 272 retailers participating. Improved marketing practices adopted by the retailers resulted in increased sales of poultry. About 60 retailers make information available each week for the consumer education program.

New England Regional Food Marketing Program - New Hampshire, Maine, Vermont, Massachusetts, Connecticut, Rhode Island Charles E. Eshbach,
Mrs. Lucy F. Sheive, William J. Good, Jr.

Objectives:

To help the ten million food shoppers in the six New England States to a better job of food buying so that--

- a. They may get the most in nutritive value and dollar value for the money they spend for food.
- b. Not only the consumer, but also the producer and handler will benefit.

Activities:

1. Food information bulletin.--The weekly New England Food Marketing Bulletin was sent to 3,000 professional leaders in the area. These professional leaders in turn passed on the information to the people with whom they worked. For example, 120 copies were provided each week to the nurses in the Boston Health Department. Each nurse worked with about 60 families. Approximately 7,200 families were reached in this manner during the year.
2. Radio.--Radio scripts based on the content of the bulletin were provided to extension agents and to radio broadcasters. In addition, two other radio releases were issued. This Week's View of the Food Markets came out every Tuesday and was designed for use in Boston and immediate vicinity. News of New England Agriculture and Food Marketing was issued for use Monday through Friday. This was planned for use on New England radio farm programs. Over 100 radio broadcasters and 400 extension agents received this material.

The specialists gave a 5-minute weekly food-market report over a local station. The specialists also helped conduct a radio training school for extension agents to aid them in using the food-marketing information in their counties.
3. Television.--A weekly television show was put on by the specialists over a Boston station.
4. Newspaper releases.--News articles were sent weekly to all the extension agents, who check the information locally and release it to their newspapers. Many food editors used the information from the weekly bulletin for their articles.
5. Bulletin for small institutions.--Food Fact Digest, a weekly release for people concerned with the quantity purchase of food, was sent to about 200 small institutions.

The following comment was written by a dietitian of one of the hospitals receiving the release: "Your bulletin has been of tremendous help to me. I couldn't get along without it. I truly believe that it is your information I can thank for our low food costs. The bulletin gives me a complete picture of the foods and meats that are in season and plentiful." This hospital has had the lowest raw food costs of all Vermont hospitals over a 3-year period.

New York Metropolitan Area Food Marketing Program - New York, Connecticut,
New Jersey. Carlton E. Wright, Mary B. Wood, Janet Heller.

Objectives:

To provide the food shoppers in this area of 14 million people with information to help them choose and use food wisely, getting more or better food for their money.

To encourage more efficient marketing of farm products through consumer information.

Activities:

1. Food information bulletin.--Focus on the Food Market was sent weekly to 704 professional workers in the area.
2. Radio.--Scripts were provided weekly for 152 radio broadcasters and extension agents in the region.
3. Television.--Two weekly television shows were given in the New York metropolitan area. One originated in New York City and was put on by the specialists. The other was put on by the home demonstration agent in Newark, N. J. The combined weekly viewing audience for these programs was 160,000.
4. Newspaper releases.--Each week 215 people receive special releases for use in their local papers. These releases are sent primarily to extension agents. The large urban papers with food editors generally write their own stories based on the information they get from the weekly bulletin.

Every daily paper in New York City uses the material occasionally. Some of the papers, particularly the New York Times and the New York Herald Tribune, use it regularly.

The home demonstration agent in Elizabeth, N. J., reported that 4 out of 5 requests she received for food information were on marketing. One of the effective ways she had of meeting these requests was through her daily column in the Elizabeth Journal. She wrote at least 3 articles a week on food-buying information based on material received from the Food Marketing Office. The Elizabeth Journal had a circulation of 45,000.

5. Leader training.--Three counties in New York State carried a series of leader-training meetings on food marketing. The specialists trained 80 leaders. The meetings requested during 1952 were on buying meats, eggs, fruits, vegetables, dried fruits, nuts, and cereals.

6. Bulletin for small institutions.--This weekly bulletin was designed for use by food buyers for small institutions. It gave market tips, good food buys for the week, and quantity recipes. About 525 institutions received this publication.
7. Other activities.--Four and one-half years of background with the weekly publication, Focus, have shown the need for a compilation of permanent food facts. Agents and others have requested some way by which filing of Focus could make it more useful over a period of time. At the same time, the food-marketing staff felt the need of spending more time with the users of Focus. All of this led to the new Extension Food Marketing Handbook.

The permanent material in the handbook will be coordinated with up-to-the-minute market facts in Focus each week. The staff will work with persons receiving Focus and the handbook toward getting effective use. The handbook gives both agricultural economic and home economic information on each commodity.

Persons in resident teaching, research, and extension in the three State colleges of agriculture and home economics have helped to select and interpret pertinent material. The actual writing of the material is being conducted jointly with the food-marketing staff working on the Upstate New York project.

During 1952 about 23,250 consumer leaflets were sent out on request. A new leaflet, Buy Times for Nearby Produce, was prepared by the specialists during 1952. The food-marketing staff conducted 16 consumer meetings during 1952. The total attendance was 1,020.

The annual fall training meeting was held in New York City for county extension agents in the New York area. Agents were given information on new subject matter in the field of food-marketing as well as techniques in getting the information out to food shoppers.

Wheeling, West Virginia - Steubenville, Ohio, Food Marketing Service -
Joseph S. Shelly

Objectives:

To inform consumers on the market situation and trends in order that they may assist in the economical and orderly movement of farm products, particularly perishable foods, from producer to consumer.

To promote utilization of products in abundance by teaching consumers new methods of preparation and preservation.

To improve the nutrition of consumers by teaching the selection and use of protective foods.

To inform producers about consumer preferences.

Activities:

To meet these objectives for the half-million consumers in this 8-county area, the following activities were carried out in 1952:

1. Food information bulletin.--The food-marketing information bulletin was sent weekly to 358 professional workers in the area. A questionnaire returned by persons receiving the bulletin indicated the material was used regularly by 46 percent and frequently by about 45 percent.
2. Radio.--Four regular radio programs were given by the specialist. Three of these were weekly and one monthly. In addition, a tape recording was sent each week to the county agent in Jefferson County, Ohio, for use on his program. The monthly program was directed primarily to producers in the area.
3. Other activities.--When to Buy was a special consumer leaflet which was sent to 5,000 consumers on request. The leaflet gave dates of peak supplies of the important fruits and vegetables in the area.

Three of the more industrialized counties in the area are in the process of forming advisory committees on consumer education. The home demonstration agent and county agent have been working with the specialist in strengthening this program on a local level. Represented on the committee are food shoppers, producers, editors, retailers, wholesalers, and health workers in the county.

E. Work With Other USDA Agencies

Extension marketing specialists in the Federal office worked with other agencies of the Department of Agriculture--

1. Discussing areas of work needing attention by research people.
2. Reviewing and reporting on publications to assist in making the information more useful to Extension people in the States.
3. Developing information from existing resource material in the Department for ready use in State extension programs.
4. Obtaining specific information requested by State specialists.

F. Work With Non-Governmental Organizations and Associations

Federal extension marketing specialists worked with many non-governmental organizations--

1. Helping them develop marketing educational programs.
2. Participating in marketing educational programs.
3. Obtaining their assistance in working both at the Federal level and with the States.

For example, the executive secretary and members of the board of directors of the Produce Prepackaging Association were assisted with their program plans and the development of materials which would be most useful to members of their association.

Arrangements were made with the Super Market Institute for State personnel to participate in regional merchandising programs for members of their association.

Examples of other organizations consulted with or assisted include:

National Association of Retail Grocers
National Association of Food Chains
Chicago Board of Trade
National Livestock and Meat Board
American Cranberry Association
This Week Magazine
National Milk Producers Federation
Dry Milk Institute
Poultry and Egg National Board
American Institute of Poultry Industries
Northeast Poultry Producers Council

In addition to organizations or associations, Extension personnel in the Federal office worked with representatives of many individual companies operating on a nation-wide or regional basis in helping them develop their educational programs and in obtaining assistance from them in carrying on extension educational marketing programs.

Examples of companies worked with are: Dupont, Sylvania, Bordens, and Land O'Lakes.

CONSUMER EDUCATION IN MARKETING

Summary of 1952 State RMA Project Reports

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Division of Agricultural Economics
Extension Service - U. S. Department of Agriculture
Washington, D. C.

July 1953

CONSUMER EDUCATION IN MARKETING

Summary of 1952 State RMA Project Reports*

Purpose and Type of Work

The Extension Service program in consumer education in food marketing has a two-fold purpose--to help food shoppers get more dollar value and food value from their food money, and to make for more efficient marketing of food products. Food shoppers are supplied with current, pertinent information on availability and price of food, selection, use, and care, and marketing developments in the food field.

Well-informed consumers are essential for efficient marketing and important to both handlers and producers. The work is being carried on principally in urban areas of the country. Radio, television, and the press are the major media used for getting the information out.

The food-marketing specialists gather pertinent, timely information, interpret it in terms of the consumers' interests and welfare, and disseminate it primarily by channeling it through other professional workers; such as, radio and television people, food editors, commercial home economists, public health workers, extension agents, dietitians, nutritionists, advertising agencies, libraries, and the like. These professional people have established audiences of millions. They have come to rely on the extension food-marketing specialists for this type of information.

Some of the States are conducting urban projects, some are operating on a State-wide basis, and in some cases, where market centers serve several States, they are cooperating on regional projects. (See map)

There is close working relationship between the food-marketing specialists in States having more than one project. Much of the program determination and execution is done cooperatively. The total program, thereby, is made more effective.

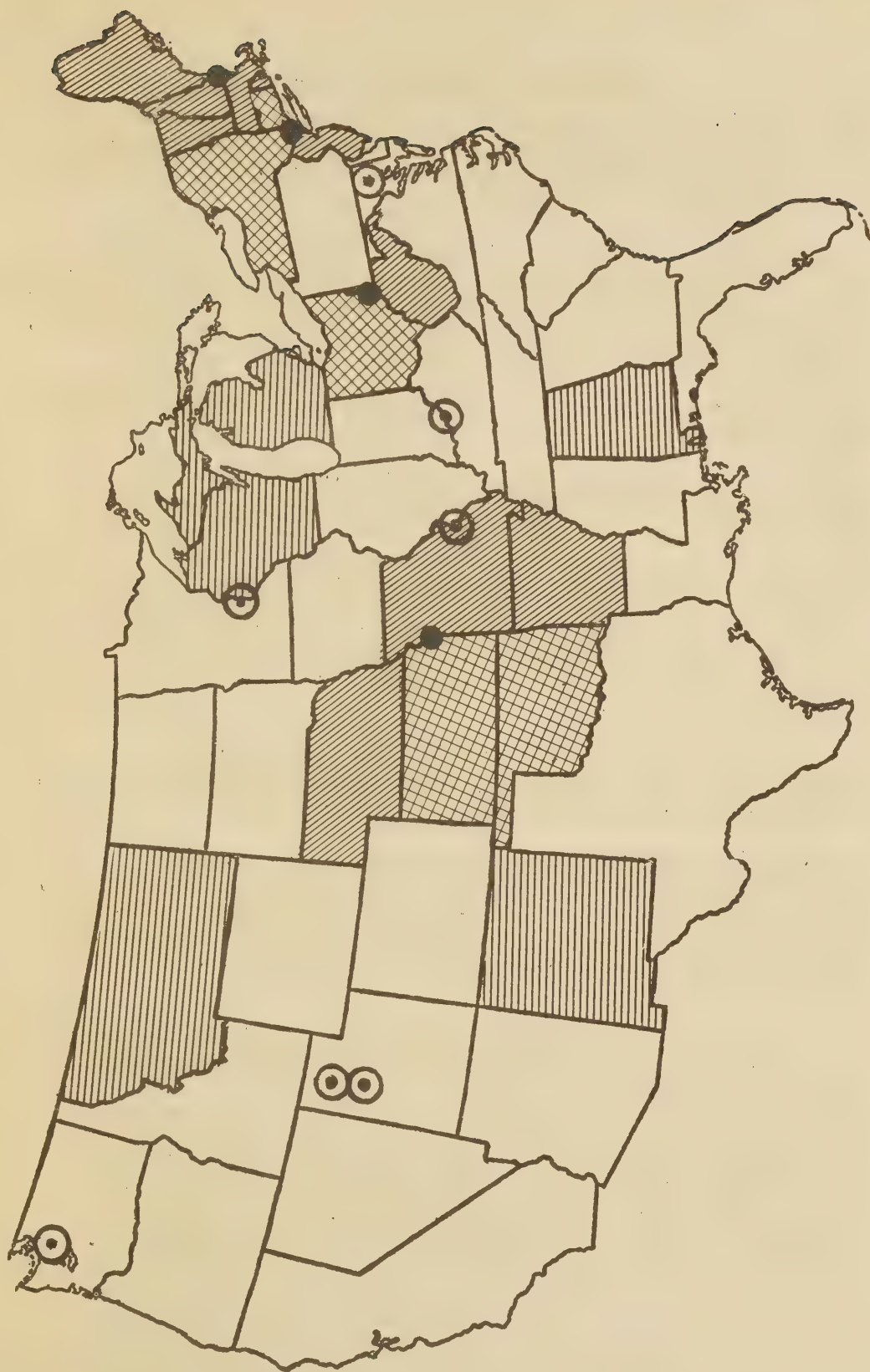
Details on regional projects are given under work project 211.

* Annual report to Agricultural Research Administrator, USDA, of State educational work under project No. 96.

Line Projects - 1952

- 96-Ala-1 Information for consumers that will assist in more effective marketing and use of farm products.
- 96-Conn-1 Consumer education.
- 96-Kans-1 Educational program to help the consumer in better buyman-ship and to understand problems of the marketing system as related.
- 96-Ky-1 Consumer education in marketing and utilization of farm products.
- 96-Md-1 Expanding consumption of food through consumer education.
- 96-Mich-1 Consumer education in the utilization and consumption of agricultural products.
- 96-Minn-1 Assembling and disseminating consumer marketing information with special reference to food in order to help consumers make better use of the food dollar.
- 96-Mo-2 An extension marketing information program for the city of St. Louis.
- 96-Mont-1 Consumer education in foods and nutrition.
- 96-N.Mex-1 Consumer education on food, stressing those in abundance.
- 96-N.Y-1 Food marketing service for consumers.
- 96-Ohio-1 Educational and demonstrational use of television for consumer education in the marketing of farm products.
- 96-Okla-1 Consumer education and market information.
- 96-Utah-1 Consumer education in marketing and utilization of agricultural products.
- 96-Wash-1 Consumer education in marketing and utilization of farm products in the Seattle area.
- 96-W.Va-1 Consumer education in marketing and utilization of farm products.
- 96-P.R-1 Making Puerto Ricans better buyers through consumer education.

States which participated in Extension RMA consumer marketing education projects in 1952



Summary of Progress

During 1952, there were 23 consumer food-marketing specialists working in 15 States and Puerto Rico under funds provided on a State-matching basis by the Research and Marketing Act of 1946. The work in Ohio was the only new State work to get under way this year.

The total population of the areas where this State work is now being conducted is approximately 30 million. This means that there is a potential audience of 19 percent of the population. First, there is the task of more effectively reaching the people in the area served, and next, the job of reaching consumers in the whole country.

During 1952, the food-marketing specialists gave major attention to disseminating information through:

1. Regular food information bulletins.--Specialists on 7 projects prepared a weekly bulletin which was sent to 3,220 professional workers. These bulletins contained information on food supplies, price, selection, care, use, marketing processes, research work, and other current information of interest to food shoppers. They contained enough background material so that the professional workers could write their own stories from the release, prepare demonstrations and radio broadcasts, and work the material into other parts of their program.
2. Radio.--The specialists on 14 of the projects provided a regular radio script service to over 400 broadcasters. In addition, many of them had programs of their own.
3. Television.--All specialists who had access to television did at least an occasional show. One did weekly programs, one did two shows a week, and six did monthly shows. In addition, many county extension agents, as well as the professional television people, used food-marketing information on their programs.

The specialist in the Minneapolis-St. Paul area was on a weekly show rated as having one of the largest viewing audiences of any daytime program in the area.

Ohio conducted their consumer education project entirely by television. Ohio's largest broadcasting facility gave them Class A television time once each week on its network of three stations--Cincinnati, Dayton, and Columbus. This afforded them coverage of more than half of the State.

4. Newspaper releases.--Special newspaper articles were issued weekly from the offices of eight of the projects. In some cases, these were sent only to the extension agents to be localized and issued in their columns, and in others, they were submitted directly to the daily and weekly papers in the area. Some of the larger papers in the country that have food editors prefer to write their own columns from the weekly food marketing bulletin, but others want the articles prepared by the specialists.
5. Bulletins for small institutions.--Specialists on one of the projects issued weekly bulletins designed for use in small institutions, such as nursing homes, homes for the aged, nursery schools, convalescent homes, and the like. The request for this kind of information came from various governmental and private agencies working with these institutions. Many of these small institutions have no trained help and are operating on very limited budgets.

Food-buying information and quantity recipes were included in each issue. About 468 such institutions received weekly information from the three project offices. The increased demand for such a release indicates its helpfulness.

1952 Objectives and Activities on Urban Programs

Baltimore, Maryland

Russell Hawes

Objective:

To furnish information for consumers in Baltimore City to enable them to have a greater consciousness of the quality and economic problems involved in the purchase and use of fruits, vegetables, eggs, and poultry.

Activities:

1. Food information bulletins

A weekly bulletin on the good food buys was sent to the daily and weekly newspapers. It was used regularly by the two metropolitan dailies in Baltimore and the Afro-American paper, plus several weeklies.

Posters featuring the best buys for the week were prepared and mailed to retailers, institutions, hospitals, welfare organizations, industrial plants, and the like. The posters were in color; they were changed each week, dated, and headed with a catchy phrase to attract the consumer's attention. Retail stores were furnished a bulletin board to display the posters. The bulletin board had pockets to hold recipes for the foods that were featured.

The retail market report included current retail prices of fresh fruits and vegetables, eggs, meats, poultry, dairy products, canned foods, frozen foods, fresh meats, and fresh fish. Over 1,300 such reports were mailed each week to homemakers.

During 1952, a local news reporter interviewed a number of homemakers about food prices and how they managed their food money. A considerable number of these women stated they received much help from the retail market report.

2. Radio.--Radio scripts were prepared for use by all stations in Baltimore City, Hagerstown, Cumberland, and Annapolis.

Louisville, Kentucky

Mrs. Miriam J. Kelley

Objectives:

To help food shoppers get more food value for the dollar spent.

To help make for more effective marketing.

To help consumers understand production, marketing, and processing problems to the extent that they better understand retail prices.

To help producers, handlers, and processors better understand consumers' needs and food-buying problems.

To inform consumers of seasonal food supplies, selection for quality to suit family needs, to report price changes, and explain factors affecting supply and price.

To help consumers make better use of the food they buy in everyday preparation, preservation, storage, and to generally improve family health through better choices and use of food products.

Activities:

1. Food information bulletin.--Food notes was the monthly bulletin sent to food shoppers on request. The mailing list was 2,000. It was developed primarily to offer on radio and television for a check of audience.
2. Radio.--The specialist gave one 15-minute program a week over one of the stations and supplied daily spot announcements for the farm director of one of the other stations.

3. Television.--The specialist gave two half-hour television shows weekly. She formerly had one show, but because of the demand from viewers and interest shown by the station, she is now doing two.
4. Newspaper releases.--Three papers carried weekly articles by the specialist. These papers were the Jeffersonian, a weekly country paper; the Louisville Defender, the Negro paper; and the Louisville Times, a daily paper with a circulation of 171,683.

One store manager reported, "We have many customers coming in with either the clipping or a list made from the article. If they don't find something that has been mentioned as a better buy, they ask if we have it."

5. Other activities.--From time to time, as commodities are in particularly heavy supply or of special significance to the consumer, fliers were prepared to be distributed through retail stores. For example, in 1952, during the peach season, a special flier giving instructions on selection, expected yield, use, and preservation of peaches, was distributed to 10,000 consumers.

Since the beginning of the project in Louisville, a pilot county project has been conducted in Fayette County, with the home demonstration agent giving consumer information by radio and through some of her homemakers' groups. Weekly summaries of the food supply and price trends were furnished the agent by the specialist and she in turn checked the Lexington markets. She also gave a 5-minute radio program on marketing and use of food, and in addition, food-buying information to adult groups as it fitted into their programs.

Minneapolis-St. Paul, Minnesota

Mrs. Eleanor Loomis

Objective:

To assemble and disseminate consumer marketing information with special reference to food in order to help consumers make better use of the food dollar.

Activities:

1. Food information bulletin.--A bi-monthly release was sent to professional people in the area. Five hundred and thirty-five received this bulletin regularly.

2. Radio.--Sixty-three radio broadcasts were made during 1952, with an average listening audience of 40,000 per program.
3. Television.--The specialist gave a weekly television show. Her program featured good food buys for the week, a low cost menu using these foods, cost of the menu, and information on buying one of the commodities on the good buy list. Each week she offered the viewer some written material based on her show. The studio reproduced and mailed this material for her. She received an average of 500 requests a week.
4. Consumer meetings.--Seventy meetings were held, with an average attendance of 53, making a total of 3,710.

Seattle, Washington

Agnes Sunnell

Objectives:

To assist in more efficient marketing of farm products.

To make possible a better diet at a reasonable cost for urban dwellers as well as other people over the State.

Activities:

1. Food information bulletin.--Know Why When You Buy was sent to 1,280 professional people in Seattle and throughout the State.
2. Radio.--Weekly scripts were sent to the home demonstration agents, and in addition, the specialist gave two weekly radio programs in the Seattle area.
3. Television.--Five television programs were given during the year.
4. Newspaper releases.--News releases were sent each week to home demonstration agents for use in their local papers.
5. Meetings.--Ten group meetings were held during the year with an attendance of 460.

Salt Lake City and Ogden, Utah

Mrs. Beatrice S. Tanielian
Mrs. Ruth P. Tippetts

Objectives:

To increase the number of healthy, well-nourished people in all age groups at a nominal expenditure.

To help consumers recognize factors affecting agricultural food supplies and the cost of marketing services.

To provide consumers with information on food values, quality, production areas, the uses of foods, and how to apply this information when doing the family food buying.

To help increase the production as well as the consumption of foods through use of surpluses as they occur.

Activities in Salt Lake City:

1. Food information bulletin.--Food Fact Sheet was sent weekly to 868 homemakers in the area.
2. Radio.--Forty-nine radio broadcasts were given during the year.
3. Television.--Thirteen television shows were given during the year. For 1953, the specialist has been asked to do a weekly show.
4. Newspaper releases.--Two city papers, with a combined circulation of 187,104, carried weekly feature articles written by the specialist. In addition, the food editor for one of the papers wrote a weekly column giving marketing information and food-buying suggestions based on information supplied by the specialist.
5. Demonstrations.--Thirty-one food-marketing demonstrations were given for various groups in the city during 1952.
6. Other activities.--More than 500 women participated in eight tours to food processing plants and markets.

Activities in Ogden:

1. Food information bulletin.--Food Fact Sheet was sent weekly to 621 homemakers in the area.
2. Radio.--The specialist gave a weekly broadcast and also sent the extension agents radio releases twice a month for use on their programs.
3. Newspaper releases.--Seventy-six newspaper stories were written and sent directly to papers in the area and 24 releases were written for localization by the extension agents.
4. Demonstrations.--Forty-seven public demonstrations were given, with an attendance of 1,497.
5. Other activities.--Four tours were held during the year to food processing plants and markets.

With a specialist located in Ogden and one in Salt Lake, it has been possible to carry on more intensive and effective work with consumers. Ogden has a population of 63,000 and Salt Lake has 182,121. Radio and television broadcasts and newspaper articles have State-wide coverage and also extend into the borders of neighboring States.

St. Louis, Missouri

Herbert Rolf, Mrs. Catherine Brent

Objectives:

To educate consumers in greater appreciation of good food and adequate diet as a means of promoting normal weight and health.

To promote greater consumption of the foods needed to raise the nutritional level of our population.

To promote adoption of food preparation and food preservation practices that will prevent waste and retain food values.

To encourage use of seasonal or cyclical surpluses as a means of providing adequate food at least cost.

To improve the understanding of distribution methods of marketing services as they affect food losses, nutritive value, and cost.

To encourage production and marketing of better quality foods--foods that will most economically meet human needs.

Activities:

1. Food information bulletin.--Seven hundred leaders in the area received a copy of the food-marketing bulletin released each week. A survey of the use made of the information by them showed they in turn passed on the information to 781,549.
2. Radio.--Radio releases on good food buys were sent weekly to all the radio stations in the St. Louis area. Four stations reported a regular time for using this information. The specialists gave one 15-minute program themselves each week. Twenty-six guest appearances were made by the specialists during 1952.
3. Newspaper releases.-- Food editors of the St. Louis Globe Democrat and the St. Louis Post Dispatch, the two daily newspapers in St. Louis, relied on the Marketing Extension Office for marketing and general information about food each week.
4. Meetings.--The specialists presented demonstrations and gave talks at 40 meetings during the year.
5. Other activities.--There were 9,500 leaflets given to food shoppers on request. One of the most requested leaflets was one prepared by the specialists called Fruit and Vegetable Buying Guide. This leaflet gave the dates when the peak season could be expected on the St. Louis market.

1952 Objectives and Activities on State-wide Programs

Alabama

Dorothy Overbey

Objectives:

To inform consumers on the market situation and trends in order that they may assist in the prompt and orderly movement of farm products, particularly perishable foods, from producer to consumer.

To prevent waste due to surpluses of farm products.

To help consumers get the most for the food dollar by wise selection of foods, taking into consideration supplies available, season for buying, varieties suitable for certain purposes, prices of products, grades of products, and the like.

To promote purchase of products in abundance by helping consumers in ways of utilizing them to better advantage through better preparation and various methods of preservation.

To improve the nutrition of families by more efficient selection and use of the protective foods.

Activities:

1. Food information bulletin.--A bi-monthly newsletter was sent to 1,500 homemakers.
2. Radio.--The specialist furnished information for the home demonstration agents to localize; 472 radio programs were given during the year throughout the State.
3. News releases.--The home demonstration agents published 447 news articles based on material provided.
4. Leader-training meetings.--Leaders were trained in 51 counties. The 356 leaders trained gave the information to 14,035 homemakers. The meetings were on Stretching Your Food Dollar, Selection of Fresh Fruits, and Selection of Fresh Vegetables. In addition to the adults reached, 1,227 leaders were trained for work with 4-H groups. They reached 10,117 4-H Club members.
5. Other activities.--Thirty-nine meetings were held with groups other than Extension, with a total attendance of 477.

Connecticut

Mildred B. Smith

Objectives:

To help consumers buy food intelligently.

To keep consumers informed on market conditions.

Activities:

1. Food information bulletin.--The weekly bulletin, Food News for Connecticut, was sent to over 500 professional workers. It was used by 4 large daily papers, 2 smaller dailies, 7 weeklies, and 2 other publications. Four large newspapers in the State printed daily or weekly columns written by home demonstration agents using the material.
2. Radio.--A weekly program and a monthly program were put on by the specialist. In four counties home demonstration agents presented consumer information over the radio every week.
3. Newspaper releases.--The specialist prepared 14 feature articles for use in Connecticut papers.
4. Leader training.--Fifty-three leaders were trained and they in turn took the material to 350 women in their groups. The meeting was on getting the most for your food dollar.
5. Leaflets.--The specialist prepared three leaflets for consumers during the year. Your Bottle of Milk was given on request to 15,000 consumers. Another leaflet on freezing peaches was prepared and distributed by roadside market owners to customers who asked for the information. Similar distribution was made for a leaflet on apples.

Kansas

Mrs. Helen D. Neighbor, Gladys Myers

Objectives:

To promote consumption of plentiful foods in season.

To help the consumer do a better job of food buying.

Activities:

1. Food information bulletin.--Be Wise With Your Buys was prepared monthly and featured a plentiful food. These sheets were sent to the home demonstration agents in each county. They were also sent to the consumer education leader in each home demonstration unit. About 1,000 were sent out each month.

2. Radio.--Sixty-five radio programs were given during the past year on consumer education.
3. Leader-training meetings.--Nine leader training meetings were held and 268 leaders were trained.
4. Other activities.--A consumer buying study tour was conducted to help food shoppers become aware of quality, grading, and packaging of food. The group of 22 rural and urban women who were community leaders and 5 home demonstration agents studied egg handling and grading at the distribution plant, Federal Food and Drug Administration, a dry foods warehouse, perishable foods warehouse, and a meat grading and packing house.

Agent training.--Eleven county home demonstration agents were trained on meat buymanship.

Michigan

Mary M. Bodwell

Objectives:

To acquaint consumers, through an informational program, with the marketing seasons, supply, price, grades, and varieties of agricultural commodities.

To conduct an educational program with consumers to accomplish more effective and efficient utilization and a greater consumption of agricultural products.

To inform consumers of the methods of marketing and to assist them in the more effective use of their food dollars to insure a high level of nutrition for their families.

Activities:

1. Radio.--Fifty radio programs, 15 minutes in length, were presented as a weekly feature over the college station. Copies of the script went to each county and home demonstration agent who requested them. Programs were taped and presented over five stations of the Paul Bunyan network. In addition to 52 consumer food facts, weekly radio programs were given over two stations in the Upper Peninsula.
2. Television.--Ten television programs were given during 1952.
3. Newspaper releases.--News articles were prepared and mailed each Thursday to 98 weekly and daily newspapers in Michigan.
4. Demonstrations.--Thirteen demonstrations were held in 10 counties, with a total attendance of 2,992.
5. Leader training.--Five training meetings were held, with a total attendance of 242 leaders. These leaders presented the lesson, What's Behind Your Market Basket? to 2,426 members in their various groups.

Montana

Mary Loughhead

Objectives:

To improve the nutritive value of the diet through increased consumption of milk.

To furnish information to consumers regarding production, distribution, and selection of food to bring about improvement of food supply.

To supply food shoppers with information on good food buys.

Activities:

1. Leader-training meeting.--Nine counties had leader-training meetings during 1952. These were on buying packaged foods, meat, canned foods, food for the family, protein food, and using dried milk.

New Mexico

Doris Urquhart

Objectives:

To assist consumers toward a better understanding of food marketing principles by disseminating information on seasonally abundant and economically priced foods; selection of foods on the basis of cost, quality, and food value; care and use of foods at home; regulations and other laws affecting quality or prices of food; and outlook information.

Activities:

1. Food information bulletin.--The weekly marketing circular, Buy Wise, was designed for use by food shoppers. Each week 8,385 copies were sent to 91 retail stores; 212 copies went to home economic teachers; 33 copies to home demonstration agents; and 389 to 4-H Club leaders.
2. Radio.--During 1952, consumer education in food marketing was presented by tape recording over three stations--one in Albuquerque, one in Las Cruces, and the other in Clovis. This provided fairly complete coverage of the State. The estimated listening audience of these three programs was 112,000.
3. Newspaper releases.--Weekly newspaper articles were used regularly in eight newspapers throughout the State, and occasionally in 18 others. In addition, the extension editor included timely items on food marketing in his weekly releases to newspapers and county agents.

4. Other activities.--To help the agents get more consumer information into their programs, a 2-day workshop was held. This workshop was on use of mass media primarily. In addition, the specialist participated in the district program-planning meetings.

Up-State, New York John L. McGurk, Ruth Hodgson, Joan Hartford

Objectives:

- To inform the public about current market conditions.
- To help families make good use of the food supply.
- To help families make wise use of their food dollar.
- To create a better understanding among producers, handlers, and buyers of food.

Activities:

1. Food information bulletins.--Focus on the Food Market was sent weekly to home demonstration agents and others working with large groups of homemakers. Those who received this material localized it for use on radio and television programs, for news stories, newsletters, exhibits, and at meetings. The material also helped to answer written and oral requests from homemakers; 290 copies were sent out each week.

Another weekly bulletin called Food Marketing Information was prepared and disseminated. This provided a 1-page summary of weekly regional market supplies and of buying facts about widely used foods; 372 copies were sent weekly to home demonstration agents who relayed it to food buyers in local, county, and State hospitals, to county welfare workers, Red Cross nutritionists, and other food buyers.

2. Bulletin for small institutions.--Highlights was released weekly for use by food buyers for small institutions; 468 were sent out each week.
3. Other activities.--During 1952, the specialists prepared a report called Retail Food Prices, Seasonal Variation, and Cost Per Serving. This reported the average retail price of 77 foods from 1948-1951. The prices used were from the weekly retail price report of the Department of Markets in New York City. The first part showed the seasonal variation in price of foods by months. The second part showed average prices for each month and the year, the average cost per serving, and a food calendar; 224 of these reports were distributed on request.

To answer the many questions raised about the new development in the marketing of frozen foods, the food-marketing staff studied the frozen-food plans offered in New York State. Material was collected from operators of plans, trade journals, newspapers, and members of the University faculty. An evaluation of plans deemed timely in the metropolitan area was given at the Regional Marketing Conference in New York City and in New Jersey. The study also served to answer questions asked by homemakers and county extension agents. The results are being put in printed form for distribution to consumers. Food-marketing specialists all over the country have benefited from the findings of this work in answering similar questions.

The food-marketing staff also worked on the Extension Food-Marketing Handbook; they conducted two leader-training meetings at which 25 leaders were trained, did considerable work with the potato and peach growers' associations in the State, and prepared three fair exhibits.

Ohio

S. C. Steiger

Objectives:

To effectively present consumer information via television relative to the marketing of agricultural commodities.

To demonstrate to farmers, educators, industry, and urban dwellers the potential of television as an effective medium for consumer education.

To create understanding of farm production, marketing, and processing problems as a basis for encouraging production of quality products and obtaining consumer acceptance of these products on the market at an equitable price.

To lay the groundwork for a long-range program employing television as a medium for bringing rural and urban interests closer together.

Activities:

1. Television.--Weekly programs were telecast over the WLW television network in Columbus, Dayton, and Cincinnati. The original series of 13 programs was so well received by the TV audience, by the stations participating, and by those helping to finance the project that they were asked to continue the series.

Oklahoma

Mabel Walker

Objective:

To provide food shoppers with current information in order to help them make the most efficient food choices.

Activities:

The consumer education program is carried on through the county and home demonstration agents. All programs and all information in the county are disseminated through the county office.

1. Food information bulletin.--A monthly bulletin was prepared for the use of the extension agents in their newspaper columns, club meetings, radio talks, or 4-H Club meetings. In addition, this bulletin was sent to PTA and AAUW groups for their use.
2. Radio.--Weekly tape recordings were sent to 23 stations in the State. In addition to these broadcasts, material was sent to KVOO-Tulsa and WLY-Oklahoma City for use on their programs.
3. Demonstrations.--Eight meetings were held--four in urban areas and four in rural areas. The purpose of these meetings was to give assistance to food shoppers on how to buy wisely in order to receive the most possible return in food value and dollar value. There was an average attendance of 25 at each meeting.
4. Leader training.--Seven leader-training meetings were held and 186 leaders were trained. Six different phases of work were presented in the program of work for the agents to select from for their year's program--
 - a. Descriptive labeling on canned goods.
 - b. Egg quality.
 - c. Government grading of canned foods.
 - d. Ready mixes.
 - e. Meat selection and grading.
5. Other activities.--The specialist conducted a training class for new agents on the selection of fruits and vegetables for canning or freezing.

The State had a committee to work up a food budget for State mental institutions. Information as to the availability and the price of produce will be supplied by the specialist before preparation of the monthly master menu plans. Many thousands of people indirectly will be affected.

Cooperative work was carried on with the poultry industry group and pecan growers. The annual poultry day meeting was held at the college with the producers, wholesalers, retailers, and consumers taking part.

Puerto Rico

Carmen Selenia Sanchez, Judith Frias Ramirez,
Elba Bigay de Menchaca, Magdalena Garcia Fortuno.

Objective:

To supply information about efficient food buying to Puerto Rican consumers.

Activities:

1. Information centers.--There are three information centers located over the Island. During the year, 135 food-method demonstrations were given at the centers, with an attendance of 5,870 persons. Seven short courses were offered and 115 retailers attended them. These were held in cooperation with the State Health Department.
2. Radio.--This was one of the most important means of getting information to consumers on the Island. During the year, a total of 150 programs were given. Programs were scheduled three times a week. A special series of radio programs were prepared by the consumer education specialists on price stabilization. Ninety-six were given.
3. Demonstrations.--Thirty-three short courses were given for homemakers of the Island, attended by 1,660 persons. Two hundred and twenty-three method demonstrations on food preparation were given to 7,556 adults. In most of these demonstrations native agricultural products were used and one of the main objectives of the program was to encourage the consumption of these products.
4. Food preparation course for Food Service Squadron at Air Base.--One hundred and ten soldiers of the Food Service Squadron attended a short course on preparation of Puerto Rican food recipes. One of the main purposes of this training was to acquaint the soldiers with the native vegetables and fruits, Puerto Rican recipes, and how to prepare them, and the cost per person for each recipe and the cost per 100 persons.
5. Other activities.--The specialists cooperated with the Health Department to train 115 food vendors. The specialists and other staff members participated in the Christmas campaign offering method demonstrations on preparation of Christmas dishes using native products. A total of 5,083 cans of different products were canned to be sent to Korean soldiers as part of this campaign.

